Automotive World News

Production overseas

UNITED KINGDOM
Cars

	11 mos., 1984	11 mos., 1983
BL	351,966	418,223
Austin Rover	341,333	406,609
Range Rover	10,633	11,614
Carbodies	1,460	1,998
Ford	273,636	293,849
Jaguar	30,812	25,992
Lotus	771	577
Panther	434	n/a
Reliant	118	93
Rolls-Royce	1,926	1,334
Talbot	88,029	113,200
TVR	369	268
Vauxhall	104,866	116,201
Others	559	704
Total	854,946	972,439

Vans, trucks, buses

Bedford	43,250	45,914
BL	64,854	80,097
Austin Rover	15,774	23,560
Land Rover	23,203	28,106
Freight Rover	15,318	17,007
Leyland	10,559	11,512
ERF	1,617	1,383
Foden	640	573
Ford	91,783	90,647
Hestair Dennis	899	722
Metro Cammell Weymann	478	371
Reliant	165	195
Renault	4,402	4,346
Seddon Atkinson	1,633	1,131
Others	220	435
Total	209,941	225,814
Total Vehicles	1,064,887	1,198,253

BRAZIL
Cars

	11 mos., 1984	11 mos., 1983
Farus	36	61
Fiat Auto	92,597	105,779
Ford	135,786	122,877
General Motors	157,318	173,575
Gurgel	29	7
Puma	102	197
Sta Matilde	58	28
Toyota	143	182
Volkswagen	268,378	307,839
Total	654,447	710,545

Vans, trucks, buses

Agrale	510	255
Fiat Auto	34,545	26,802
Fiat Diesel	377	401
Ford	35,045	27,853
General Motors	23,323	17,534
Gurgel	815	1,096
Mercedes-Benz	27,100	20,804
Puma	16	36
Scania	3,151	2,068
Toyota	2,941	2,123
Volkswagen	17,928	11,297
Volvo	1,789	1,623
Total	147,540	111,892
Total Vehicles	801,986	822,437

SPAIN
Cars

	10 mos., 1984	10 mos., 1983
Ford	220,804	190,513
General Motors	211,851	196,743
Peugeot SA	154,314	134,500
Citroen	84,534	91,560
Talbot	69,780	42,940
Renault	182,703	238,383
Seat	202,121	193,033
Total	971,793	953,172

Vans, trucks, buses

Enasa	8,271	11,404
Ford	6,218	4,789
Land Rover	9,253	15,748
Mercedes-Benz	7,124	6,665
Motor Iberica	15,017	16,828
Peugeot SA	11,581	17,304
Citroen	11,581	17,053
Talbot	0	251
Renault	22,534	26,820
Seat	18,620	22,097
Setra	176	0
Total	98,794	121,855
Total Vehicles	1,070,587	1,075,027

PRODUCTION OVERSEAS

JAPAN
Cars

	10 mos., 1984	10 mos., 1983
Daihatsu	140,078	155,620
Fuji	202,039	189,441
Honda	700,967	681,273
Isuzu	69,048	102,430
Mazda	648,736	727,774
Mitsubishi	449,995	425,530
Nissan	1,550,655	1,541,569
Suzuki	130,422	108,447
Toyota	2,005,645	1,979,024
Total	5,897,595	5,911,108

Vans, trucks, buses

Daihatsu	335,663	286,200
Fuji	252,006	253,568
Hino	51,002	42,888
Honda	125,344	151,254
Isuzu	284,291	238,022
Mazda	312,271	256,063
Mitsubishi	457,855	384,076
Nissan	531,373	526,960
Nissan Diesel	31,450	26,683
Suzuki	428,198	412,230
Toyota	841,956	741,309
Others	509	601
Total	3,651,830	3,319,854
Total vehicles	9,549,425	9,230,962

FRANCE
Cars

	10 mos., 1984	10 mos., 1983
Peugeot SA	1,070,832	1,103,440
Citroen	398,663	454,085
Peugeot	608,515	492,808
Talbot	63,654	156,547
Renault	1,172,419	1,344,398
Total	2,243,251	2,447,838

Vans, trucks, buses

CBM	24	68
Peugeot SA	100,949	109,523
Citroen	26,843	23,840
Peugeot	63,931	68,833
Talbot	10,175	16,849
Renault	180,037	195,048
Sovam	77	69
Unic	3,502	4,987
Total	284,589	309,694
Total vehicles	2,527,840	2,757,532

BRAZIL
Cars

	10 mos., 1984	10 mos., 1983
Farus	32	58
Fiat Auto	82,707	95,644
Ford	119,911	111,930
GM	140,216	158,918
Gurgel	28	0
Puma	99	186
Sta Matilde	53	25
Toyota	115	174
Volkswagen	240,264	282,701
Total	583,425	649,636

Vans, trucks, buses

Agrale	465	184
Fiat Auto	30,934	23,974
Fiat Diesel	349	350
Ford	32,313	25,800
GM	20,914	15,065
Gurgel	729	1,064
Mercedes-Benz	24,043	19,315
Puma	14	32
Scania	2,846	1,870
Toyota	2,661	1,878
Volkswagen	15,991	10,492
Volvo	1,573	1,307
Total	132,832	101,331
Total vehicles	716,257	750,967

UNITED KINGDOM
Cars

	10 mos., 1984	10 mos., 1983
BL	327,072	369,664
Austin Rover	317,701	359,176
Range Rover	9,371	10,488
Carbodies	1,301	1,818
Ford	255,147	265,525
Jaguar	28,271	22,893
Lotus	696	501
Panther	382	NA
Reliant	92	79
Rolls-Royce	1,682	1,334
Talbot	77,548	101,639
TVR	330	238
Vauxhall	90,392	104,034
Others	502	619
Total	783,415	868,345

Vans, trucks, buses

Bedford	38,800	40,271
BL	58,602	70,930
Austin Rover	14,141	20,289
Freight Rover	14,376	14,911
Land Rover	20,852	25,101
Leyland Veh.	9,233	10,429
ERF	1,477	1,239
Foden	592	518
Ford	85,476	82,838
Hestair Dennis	780	637
MCW	425	331
Reliant	158	150
Renault	3,846	3,845
Seddon Atkinson	1,447	1,005
Others	196	423
Total	191,799	202,187
Total vehicles	975,214	1,070,532

SPAIN
Cars

	9 mos., 1984	9 mos., 1983
Ford	197,699	171,210
GM	186,733	171,522
Peugeot SA	135,428	119,055
Citroen	75,083	82,182
Talbot	60,345	36,873
Renault	165,615	214,864
Seat	169,075	169,675
Total	854,550	846,326

Vans, trucks, buses

Enasa	6,769	10,369
Ford	5,773	4,252
Land Rover	7,829	15,082
Mercedes-Benz	6,390	6,329
Motor Iberica	13,085	14,610
Peugeot SA	11,102	15,550
Citroen	11,102	15,322
Talbot	0	228
Renault	19,580	24,094
Seat	16,673	19,397
Setra	160	0
Total	87,361	109,683
Total vehicles	941,911	956,009

Registrations overseas

ITALY
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	119,808	104,193
Austin Rover	20,641	27,093
BMW	27,498	27,912
Ferrari	639	584
Fiat Auto	888,192	876,130
Fiat	74,443	744,268
Lancia/Autobianchi	140,749	131,862
Ford	73,394	72,275
General Motors	83,263	54,849
Maserati	2,812	4,569
Mercedes-Benz	15,010	13,351
Nuova Innocenti	17,297	18,723
Peugeot SA	108,886	101,401
Citroen	57,990	57,920
Peugeot/Talbot	50,896	43,481
Porsche	909	1,054
Renault	146,455	161,507
Saab	1,996	2,343
Seat	31,213	3,639
VW-Audi Group	96,606	89,946
Audi	17,597	21,487
Volkswagen	79,009	68,459
Volvo	21,188	17,203
Others	10,590	9,228
Total	1,636,363	1,580,970

AUSTRIA
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	2,673	2,880
BMW	7,871	8,522
Daihatsu	704	1,041
Fiat Auto	14,887	14,568
Ford	21,903	21,681
General Motors	26,992	33,961
Honda	3,993	4,146
Lada	1,426	1,639
Mazda	20,769	27,228
Mercedes-Benz	6,882	7,928
Mitsubishi	4,579	4,582
Nissan	10,525	16,368
Peugeot SA	14,213	15,609
Citroen	6,105	6,892
Peugeot/Talbot	8,108	8,717
Porsche	450	538
Renault	9,890	12,01
Saab	423	516
Seat	748	264
Skoda	1,134	867
Subaru	2,652	3,808
Suzuki	1,357	1,068
Toyota	9,154	12,017
VW-Audi Group	40,478	52,099
Audi	7,698	10,976
Volkswagen	32,780	41,123
Volvo	3,379	3,877
Others	365	569
Total	207,447	247,847

SWITZERLAND
Cars

	11 mos., 1984	11 mos., 1983
Alfa Romeo	7,609	7,025
AMC	131	250
Austin Rover	2,113	1,767
Bertone	248	213
BMW	11,864	10,602
Daihatsu	1,036	1,168
Ferrari	175	199
Fiat Auto	20,774	22,288
Ford	21,882	23,093
General Motors	35,364	33,741
Honda	8,009	6,660
Isuzu	508	545
Jaguar	415	329
Lada	27	229
Maserati	292	50
Mazda	8,215	11,647
Mercedes-Benz	5,610	5,020
Mitsubishi	7,970	8,772
Nissan	9,358	13,390
Peugeot SA	21,805	22,596
Citroen	9,274	9,718
Peugeot/Talbot	12,531	12,878
Pininfrina	271	231
Porsche	1,369	1,361
Puch	107	125
Renault	13,995	14,030
Saab	1,255	1,195
Skoda	172	238
Subaru	6,632	6,934
Suzuki	3,218	3,761
Toyota	16,108	17,532
VW-Audi Group	39,831	37,836
Audi	10,180	11,404
Volkswagen	29,651	26,432
Volvo	5,851	6,137
Others	176	182
Total	252,486	259,241

DENMARK
Cars

	11 mos., 1984	11 mos., 1983
Alfa Romeo	247	288
Austin Rover	361	70
BMW	2,325	2,205
Dacia	850	325
Daihatsu	1,821	2,778
Fiat Auto	7,089	5,993
Ford	21,564	16,232
FSO	1,275	657
General Motors	17,847	15,028
Honda	1,332	1,079
Lada	3,929	4,668
Mazda	11,724	11,892
Mercedes-Benz	828	794
Mitsubishi	1,847	958
Nissan	6,772	6,953
Peugeot SA	8,722	7,695
Citroen	5,425	4,399
Peugeot/Talbot	3,297	3,296
Renault	607	64
Saab	1,633	1,929
Skoda	6,494	7,251
Subaru	156	237
Suzuki	139	10
Toyota	14,289	10,354
Trabant	93	134
VW-Audi Group	6,718	5,442
Audi	472	689
Volkswagen	8,246	4,753
Volvo	5,224	3,918
Wartbug	870	1,008
Zastava	732	20
Others	40	32
Total	127,530	108,847

FRANCE
Cars

	10 mos., 1984	10 mos., 1983
Alfa Romeo	17,238	22,799
Aro	813	582
Austin Rover	24,005	23,279
BMW	25,399	27,006
Ferrari	84	116
Fiat Auto	82,057	83,961
Ford	115,631	114,004
FSO	1,724	1,679
General Motors	60,907	64,139
Honda	6,056	6,526
Jaguar	136	175
Lada	20,520	20,920
Maserati	83	3
Mazda	10,541	10,769

Continued on Page 42

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1984 diesel sales top 1.2 million

Popular engine sets sales record in Europe

American car buyers may have given diesel cars the heave-ho, but in Europe motorists are fighting to get behind diesel-powered steering wheels.

Sales will almost certainly hit record levels when the counting for last year is finished. In the first three-quarters of the year diesel rgistrations were up more than 25 percent, while the market in general turned down slightly.

With firm growth over the past decade diesel penetration has reached significant levels. In Europe one in every eight new cars sold is a diesel. In a handful of countries like Italy, Spain and Belgium/Luxembourg the ratio is one in four.

Much of the attraction is the cost advantage diesel fuel has over gasoline at the pump. In Europe it is about 26 percent cheaper than premium. In Italy a gallon of diesel is 47 percent less than gas.

But this does not explain the popularity of diesels in West Germany where fuel is only 6 percent cheaper than gas. Yet Germans constitute the second largest national block of diesel buyers after the Italians.

The phenomenon is even more difficult to understand considering that the country's largely speed-limit free autobahnen — the only ones in Europe — are not the ideal habitat for most diesel cars.

Most of the diesel's popularity in Germany must be attributed to the pioneering work done on it by Daimler-Benz. It was building diesel cars long before they ever became fashionable, and D-B's standing in the country is such that whatever it does must be right.

More recently, in the mid-70's Volkswagen was the first to market a small, high speed diesel. This trend-setter was fitted to its best-selling Golf (Rabbit), and therefore helped seal the diesel's reputation.

The succession of new diesel products since the middle of the 1970's has accelerated the growth curve. Until VW introduced its gas-derived diesel in 1977, the only significant builders of this type of propulsion were Daimler-Benz, Peugeot and GM's Opel. Since then just about every volume maker has introduced modern diesel units, including some to power small cars like the Fiat Uno, Ford Fiesta and Peugeot 205.

Other manufacturers have chosen to buy diesel units off someone else's shelf. Ford uses Peugeot power in its larger cars, and Volvo buys from Volkswagen and Renault. The small independent producer, VM of Italy, supplies Austin Rover and Alfa Romeo for larger models. Even Lancia and BMW, avowed performance car makers, offer diesels now.

Saab remains the only company not to have declared any interest in the diesel. Alfa Romeo is exposed in Italy by not being able to offer diesels on its smaller cars. In the UK Austin Rover is without a small diesel unit, though it is collaborating with Perkins Engines on development of a direct injecion version.

It is difficult to predict diesel growth over the next few years. As gas models offer better mileage, the extra cost of buying a diesel car looks less attractive, particularly in countries where pump prices are similar.

The main unknown, though, is one that is beyond industry's control. While diesels are more expensive to buy initially, the artificially low price of their fuel in many countries provides a short pay-back period. But fuel prices can be manipulated by governments for fiscal reasons. Yesterday's bargain could become tomorrow's liability. The Italian boom in diesels occured only after the prices were suitably doctored — at a time which coincided with the introduction of some new Fiat diesels at the end of the 1970's.

Ten years ago diesel car sales in Europe were fewer than 200,000, or about 2.5 percent of the market. The record level was reached in 1982, when about 1.034 million diesel sales accounted for 11 percent of the total.

The only hiccup in the growth curve was in 1983. Sales fell to about 955,000 units, less than 10 percent of the market. But with sales last year running ahead by about 12.7 percent (at least in the first nine months) the year-end expectation is between 1.2 and 1.3 million.

—Richard Feast

Diesel fuel price varies

The biggest diesel volume in Europe last year was in the country where gasoline is the most expensive — Italy. There drivers pay $2.51 for a gallon of gas and $1.32 for diesel.

A pump price survey in January found the Swiss paying more for diesel fuel than gas, and British buyers paying much the same. Luxembourg provided the cheapest gas at $1.56. Diesel was most expensive in Ireland, $2.11, and cheapest in Spain and Sweden at $1.25.

The findings of Britain's Automobile Association have been converted to dollars per U.S. gallon. They are: Austria, $2.00 for a gallon of premium ($1.81 for diesel); Belgium, $2.01 ($1.48); Denmark, $2.15 ($1.29); France, $2.26 ($1.70); Holland, $1.97 ($1.34); Ireland, $2.36 ($2.11); Italy, $2.51 ($1.32); Luxembourg, $1.56 ($1.29); Norway, $2.17 ($1.17); Portugal, $2.16 ($1.32); Spain, $2.09 ($1.25); Sweden, $1.94 ($1.25); Switzerland, $1.74 ($1.93); United Kingdom, $1.76 ($1.75) and West Germany, $1.69 ($1.58).

DIESEL SALES IN EUROPE

Country	9 mos. 1984	Percent	9 mos. 1983	Percent	Diesel change*	Market change*
Austria	10,450	6.0	8,950	4.4	+ 16.8	– 13.7
Belgium/Lux	79,000	25.7	65,000	22.4	+ 21.5	+ 6.0
Denmark	7,450	7.2	5,350	5.9	+ 39.3	+ 19.8
Finland	9,600	9.4	9,600	10.4	0	+ 10.7
France	160,650	12.6	134,250	9.1	+ 19.7	– 12.9
Holland	48,250	12.6	35,850	9.3	+ 34.6	– 0.3
Ireland	5,350	10.8	4,650	9.0	+ 15.1	– 5.2
Italy	303,900	24.1	218,950	17.8	+ 38.8	+ 2.4
Norway	2,150	2.7	3,850	4.5	– 44.2	– 8.5
Portugal	1,050	1.9	1,900	3.2	– 44.7	– 8.7
Spain	92,050	24.0	62,300	15.1	+ 47.8	– 7.0
Sweden	7,200	4.4	7,950	5.3	– 9.4	+ 9.7
Switzerland	5,150	2.4	3,550	1.6	+ 45.1	– 3.3
United Kingdom	35,200	2.4	20,200	1.4	+ 74.3	– 1.6
West Germany	234,350	12.5	212,150	11.0	+ 10.5	– 2.7
Total	1,001,800	12.7	794,500	9.8	+ 26.1	– 3.1

*Percent

The men behind the Saab direct ignition system are Per Gillbrand of Saab-Scania and Hans Johansson of Mecel AB.

Saab reveals direct ignition

Maintenance-free system being tested in 150 cars

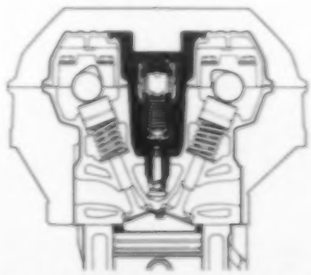
Richard Feast
European Editor

Saab's semi-open attitude to new technical developments is once more demonstrated with its latest device. It has revealed details of a new ignition system which dispenses with the conventional coil, rotor and high tension leads.

But it will put no production date on the fully patented system which it calls SDI (Saab Direct Ignition). A similar pattern has emerged with previous Saab developments, such as its pioneering work with exhaust driven turbochargers, its APC system which allows different fuel grades to be used in the same car, and the 16-valve version of its long-running four-cylinder engine.

Each was revealed well in advance, tested over several months on public roads and subsequently made available to the customer. The same is happening with SDI. Given that these are under hood developments — and can therefore remain fairly secret — it is an odd policy.

Saab is putting 150 SDI-equipped cars into tests around the world. Sten Wennlo, general manager of Saab Car Division, estimates that it will be "at least a year" before these tests are completed. That could put a production launch as late as the 1987 model year. It will be used initially on Saab's third generation 16-valve engine.



Each spark plug has the original 12-volt current stepped up to 400 volts by its own capacitor.

SDI comprises a cartidge that sits between the twin overhead camshafts of the engine. Each spark plug has the original 12-volt current stepped up to 400 volts by its own capacitor. The final ignition voltage of 40,000 is generated by a small, high-power coil fitted directly to each plug.

The arrangement eliminates the need for special high tension leads linking coil, distributor and rotor. SDI has no moving parts. A sensor for top dead center of each piston is permanently mounted on the crankshaft to measure timing.

Saab maintains that the system will be maintenance-free, and that the life span of the spark plugs will be three times longer than present ones because of the more efficient sparking.

SDI was developed in collaboration with the group's engine designers and Mecel AB, an R&D company within the Saab-Scania Combitech group.

The concept seems simple but, Hans Johansson, Mecel's managing director, adds, "It may seem simple, but wait until I've explained it."

Per Gillbrand, head of the Saab experimental engine department, believes timing is crucial to the launch of any product. He quotes the example of Beau de Rochas, who he says presented the first four-stroke engine 12 years ahead of Nikolaus Otto, the person credited with inventing it in 1874.

SDI follows a similar pattern just as Saab's turbo and multi-valve engines did. SDI's capacative ignition — as distinct from the conventional inductive system — is based on known principles. Saab believes its system will shortly be ready for a public debut.

There is another bonus for Saab. SDI will reduce its dependence on Bosch as a supplier. The West German company has won an enviable record as a supplier of high quality electrical and mechanical components. But last spring's metal workers' strike in the country underlined to auto makers just how exposed they are if the Bosch supply stops.

It seems likely that Saab will source from two Swedish companies, Luxor and SEM, for SDI components.

Automotive World News

world news briefs

A Ford RS200 is crash tested.

Ford heads for the crunch

Ford of Europe has slammed one of its new RS200 mid-engined sports cars into a concrete wall to obtain sales certification. Subject to a development program and manufacturing studies, the four-wheel-drive RS200 is expected to be offered for sale in 13 European countries. The tougher exhaust emission regulations in Sweden and Switzerland would require additional engine modifications.

Construction collective

The construction equipment operations of Volvo and Clark Equipment are to merge. The $800 million company will rank third in size to Caterpillar and Komatsu.

Twelth time top

Arne Behncke, managing director of Ford-Norway, is all smiles as Ford retained market leadership in 1984 for the 12th consecutive year. It had about 14.7 percent, compared with 12.6 percent for GM and 11.3 percent for Mazda. For the first time models from one manufacturer occupied the top two best seller positions — Ford's Sierra and Escort.

Arne Behncke of Ford-Norway.

Continued from Page 40

Mercedes-Benz	15,522	15,686
Mitsubishi	2,977	3,155
Nissan	11,712	13,589
Nuova Innocenti	1,095	1,700
Peugeot SA	477,561	535,599
Citroen	185,620	215,490
Peugeot	256,538	244,805
Talbot	35,403	75,304
Porsche	1,167	1,376
Renault	455,196	568,715
Saab	932	630
Seat	13,570	804
Skoda	3,484	4,537
Toyota	9,792	10,278
VW-Audi Group	78,622	94,166
Audi	19,663	20,036
Volkswagen	58,959	74,130
Volvo	12,620	10,888
Zastava	1,257	1,515
Others	58	58
Total	1,449,432	1,637,660

REGISTRATIONS

UNITED KINGDOM
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	4,266	7,763
BL	312,054	325,656
Austin Rover	308,965	322,665
Range Rover	3,089	2,991
BMW	25,785	25,178
Daihatsu	4,779	5,198
Fiat Auto	50,202	49,715
Ford	486,971	518,048
FSO	5,419	4,439
GM	282,835	262,141
Honda	18,916	18,796
Hyundai	4,989	3,412
Jaguar	7,544	7,069
Lada	15,033	19,225
Lotus	547	383
Mazda	17,505	17,638
Mercedes-Benz	14,437	13,506
Mitsubishi	10,559	9,145
Nissan	106,360	104,684
Panther	238	119
Peugeot SA	95,081	105,246
Citroen	24,562	25,751
Peugeot-Talbot	70,519	79,495
Reliant	105	93
Renault	59,779	62,923
Rolls-Royce	630	633
Saab	8,835	9,490
Skoda	11,023	11,059
Subaru	3,673	3,627
Suzuki	3,391	3,356
Toyota	32,702	31,683
VW-Audi Group	96,603	100,727
Audi	19,713	19,237
Volkswagen	76,890	81,490
Volvo	59,072	61,250
Zastava	6,190	4,634
Others	4,127	4,863
Total	1,749,650	1,791,699

SWEDEN
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	1,117	810
BMW	4,215	4,113
Daihatsu	1,048	1,065
Fiat Auto	6,889	5,571
Ford	25,467	21,556
GM	21,902	20,847
Honda	3,472	2,986
Lada	1,643	2,244
Mazda	10,893	12,269
Mercedes-Benz	6,231	5,854
Mitsubishi	1,810	1,614
Nissan	7,879	5,862
Peugeot SA	7,384	6,721
Citroen	3,345	2,816
Peugeot-Talbot	4,039	3,905
Porsche	293	209
Renault	2,536	2,222
Saab	29,548	29,270
Skoda	286	375
Subaru	617	638
Toyota	8,696	8,646
VW-Audi Group	26,002	22,125
Audi	6,865	4,616
Volkswagen	19,137	17,509
Volvo	62,396	62,012
Others	134	114
Total	230,458	217,123

WEST GERMANY
Cars

	11 mos., 1984	11 mos., 1983
Alfa Romeo	11,691	11,370
Austin Rover	6,744	4,358
Bertone	734	811
BMW	148,264	146,043
Daihatsu	6,230	5,917
Ferrari	278	NA
Fiat Auto	102,976	93,445
Ford	217,161	268,614
GM	368,518	423,060
Honda	36,334	29,517
Isuzu	2,722	1,170
Jaguar	1,755	873
Lada	8,079	7,573
Mazda	61,055	54,903
Mercedes-Benz	220,319	231,296
Mitsubishi	41,952	34,978
Nissan	55,557	43,411
Peugeot SA	91,843	86,776
Citroen	36,306	39,415
Peugeot-Talbot	55,537	47,361
Pininfarina	704	603
Porsche	10,688	11,554
Renault	79,897	84,216
Saab	3,503	3,434
Seat	4,790	847
Skoda	1,833	1,431
Subaru	6,517	4,865
Suzuki	13,715	13,030
Toyota	49,138	52,831
VW-Audi Group	632,813	648,719
Audi	136,829	161,459
Volkswagen	495,984	487,260
Volvo	14,251	13,943
Others	1,217	1,237
Total	2,255,278	2,280,825

AUSTRIA
Cars

	11 mos., 1984	11 mos., 1983
Alfa Romeo	2,556	2,777
BMW	7,725	8,106
Daihatsu	691	990
Fiat Auto	14,453	13,709
Ford	21,033	20,168
GM	25,804	31,789
Honda	3,912	4,023
Lada	1,381	1,563
Mazda	20,236	26,122
Mercedes-Benz	6,602	7,521
Mitsubishi	4,401	4,355
Nissan	10,237	15,733
Peugeot SA	13,812	14,800
Citroen	5,932	6,558
Peugeot-Talbot	7,880	8,242
Porsche	444	516
Renault	9,671	11,352
Saab	403	490
Seat	822	237
Skoda	1,096	830
Subaru	2,362	3,495
Suzuki	1,292	1,019
Toyota	8,889	11,298
VW-Audi Group	38,826	48,544
Audi	7,298	10,406
Volkswagen	31,528	3,533
Others	351	474
Total	201,165	233,460

ITALY
Cars

	10 mos., 1984	10 mos., 1983
Alfa Romeo	106,683	87,897
Austin Rover	18,533	23,889
BMW	24,692	24,443
Fiat Auto	764,966	743,048
Fiat	644,904	629,079
Lancia-Autobianchi	120,062	114,329
Ford	62,433	60,904
GM	44,857	46,398
Innocenti	15,084	11,139
Mercedes-Benz	12,120	11,424
Peugeot SA	96,864	89,685
Citroen	53,176	52,182
Peugeot-Talbot	43,688	37,503
Renault	127,600	143,478
Seat	26,899	0
VW-Audi Group	75,388	81,627
Audi-Porsche	14,073	20,886
Volkswagen	61,315	60,741
Volvo	18,086	14,664
Others	13,994	17,138
Total	1,406,209	1,356,094

SWITZERLAND
Cars

	10 mos., 1984	10 mos., 1983
Alfa Romeo	7,074	6,553
AMC	123	227
Austin Rover	2,296	1,658
Bertone	243	205
BMW	11,136	9,800
Daihatsu	926	1,072
Ferrari	166	188
Fiat Auto	19,399	20,489
Ford	20,631	21,765
GM	32,679	30,916
Honda	7,491	6,304
Isuzu	440	451
Jaguar	389	299
Lada	27	223
Maserati	282	19
Mazda	7,671	11,045
Mercedes-Benz	5,126	5,442
Mistubishi	7,413	8,113
Nissan	8,459	12,645
Peugeot SA	20,144	20,757
Citroen	8,639	8,837
Peugeot-Talbot	11,505	11,920
Pininfarina	264	222
Porsche	1,312	1,273
Puch	96	114
Renault	12,773	13,003
Rolls-Royce	91	90
Saab	1,159	1,082
Skoda	160	226
Subaru	5,759	6,076
Suzuki	2,999	3,447
Toyota	15,170	16,197
VW-Audi Group	36,616	34,578
Audi	9,088	10,541
Volkswagen	27,528	24,037
Volvo	5,339	5,652
Others	155	171
Total	233,681	239,409

JAPAN
Cars

	10 mos., 1984	10 mos., 1983
Daihatsu	90,717	92,669
Fuji	70,717	64,225
Honda	199,079	191,188
Isuzu	37,091	50,919
Mazda	184,945	210,490
Mitsubishi	163,046	149,632
Nissan	670,638	695,594
Suzuki	62,965	75,660
Toyota	1,050,421	1,018,215
Imports (all)	34,261	29,652
Total	2,563,880	2,578,244

Vans, trucks, buses

Daihatsu	253,147	222,604
Fuji	174,172	165,801
Hino	34,021	30,617
Honda	117,176	132,230
Isuzu	105,736	99,056
Mazda	134,426	127,292
Mistubishi	275,407	246,198
Nissan	229,520	226,979
Nissan Diesel	18,029	16,030
Suzuki	310,125	309,611
Toyota	291,817	296,113
Imports (all)	145	0
Total	1,943,721	1,872,531
Total vehicles	4,507,601	4,450,775

FRANCE
Cars

	9 mos., 1984	9 mos., 1983
Alfa Romeo	15,611	20,895
Aro	756	493
Austin Rover	22,025	20,863
BMW	22,716	24,467
Ferrari	77	111
Fiat Auto	73,719	75,024
Ford	101,772	100,801
GM	53,672	58,196
Honda	5,304	5,956
Innocenti	1,008	1,513
Jaguar	119	152
Lada	18,732	19,041
Maserati	65	5
Mazda	9,059	9,932
Mercedes-Benz	13,499	14,041
Mitsubishi	2,612	2,855
Nissan	10,068	12,331
Peugeot SA	417,880	481,970
Citroen	163,562	194,074
Peugeot	222,402	219,647
Talbot	31,916	68,249
Polski	1,497	1,537
Porsche	1,101	1,254
Renault	403,631	506,521
Saab	838	529
Seat	11,979	409
Skoda	3,265	4,198
Toyota	8,638	9,414
VW-Audi Group	67,881	85,002
Audi	16,989	18,540
Volkswagen	50,892	66,462
Volvo	11,185	9,788
Zastava	1,096	1,392
Others	53	50
Total	1,278,650	1,467,869

BELGIUM
Cars

	9 mos., 1984	9 mos., 1983
Alfa Romeo	3,076	3,326
BL	5,221	4,059
BMW	7,594	8,208
Daihatsu	1,518	1,491
Fiat Auto	19,121	6,106
Ford	26,774	20,412
GM	33,457	29,631
Honda	7,140	7,601
Hyundai	649	808
Lada	11,135	12,183
Mazda	8,314	9,439
Mercedes-Benz	7,052	7,296
Mitsubishi	7,660	8,162
Nissan	11,070	14,121
Peugeot SA	38,619	36,460
Citroen	17,450	18,341
Peugeot-Talbot	21,169	18,119
Porsche	426	426
Renault	23,161	21,662
Saab	1,166	940
Seat	1,949	485
Skoda	2,615	2,180
Subaru	1,773	1,791
Suzuki	2,765	2,350
Toyota	17,187	18,173
VW-Audi Group	37,265	33,882
Audi	10,798	9,748
Volkswagen	26,467	24,134
Volvo	5,761	5,587
Wartburg	765	808
Zastava	366	271
Others	395	332
Total	283,994	268,190

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New program may cut car-finance rates

Salomon buys bank's auto paper

By Michelle Krebs
Financial Editor

The New York investment firm of Salomon Brothers, Inc., and Marine Midland Bank have joined forces to offer a new financing instrument which ultimately may push down car-loan rates and make more money available for automobile financing.

Salomon Brothers purchased from Marine Midland Bank $23 million worth of auto loan contracts, which were pooled and sold to an institutional investor as a security.

The move is believed to be the first step toward developing a secondary market for auto loans in the banking industry, patterned after the successful secondary market for mortgages, the most well-known being the government-sponsored Ginnie Mae and Fannie Mae.

Robert Reich, head of Marine Midland's national sales programs for indirect consumer banking, said development of the secondary market for car loans eventually should result in lower interest rates on car loans by creating more competition in the investment marketplace for pools of car loans.

The secondary market for car loans works much the way the secondary mortgage market does, except that the terms are significantly less. Most car loans are for 48 months or less.

The bank makes the car loan and holds it in its portfolio until it has a large group of them. Through the investment firm, the pool of loans is sold as a security to an investor, perhaps, to a pension fund or insurance company.

The bank collects the fees, tracks the payments and wipes the loan off its books to make room for more loans.

The investment firm makes a profit on the difference between the purchase and the sale price of the security, and the investor gains the cash flow from the loans.

Salomon Brothers purchased the car loans from Marine Midland Consumer Credit Corp., the auto-related financial services subsidiary of Marine Midland, which is the largest bank financer of autos in New York State.

The investment firm then pooled the loans and structured them into instruments called CARs (Certificates of Automobile Receivables), which carry a guaranteed yield to the investor. The yield is based on a markup over the yield curve on government securities, such as U.S. Treasury bills of comparable terms.

Marine Midland will continue to service the pool of about 4,000 loans, which were originated through nearly 1,000 New York State auto dealers in the bank's indirect dealer financing program.

Banking experts expect an explosion in the secondary financing market in the next few years. They believe secondary markets will develop in nearly every segment of consumer and commercial loans—from student loans and credit card billings to corporate loans.

Reich said Marine Midland may sell up to $100 million of the new securities this year.

At the present, the new securities are not rated by Standard & Poor's Corp. or Moody's Investors Service, Inc. However, Reich said Marine Midland is working on a second similar transaction which it will request to have rated by the services.

Help for figuring trade deficit

LOS ANGELES.—One of the things that makes Ford Motor Co.'s former chairman Philip Caldwell hot under the collar is the record high international trade deficit that was about $125 billion last year.

He says it is well over double the record set in 1983 and up nearly five times, or $100 billion, from 1980. He continually speaks out on the subject.

But at the press preview of Ford Taurus and Mercury Sable here, a souvenir given guests was a vinyl paperwork organizer with calculator and little pockets for cards and notes. Tucked way back in the rear was a little white tag with orange print reading "Made in China." The calculator was made in Taiwan.

AIR CONDITIONING INSTALLATIONS

1984 vs. 1983 Model Year

	1984 Model Year			1983 Model Year		
	Unit Total	Percent of Output	Pct. of '84 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '83 Air Conditioner Installations
AMERICAN MOTORS	120,443	57.73	1.75	84,131	49.86	1.72
AMC Total	20,319	25.67	0.29	15,873	59.85	0.32
Eagle	20,319	25.67	0.29	9,752	5.00	0.20
Renault Total	100,124	47.99	1.46	68,258	48.00	1.40
Alliance	62,228	51.42	0.91	68,258	48.00	1.40
Encore	37,896	43.26	0.55			
CHRYSLER CORP	923,551	78.52	13.47	540,219	61.36	11.10
Plymouth Total	240,681	48.65	3.51	193,917	62.40	3.98
Horizon	77,056	52.10	1.12	37,403	31.77	0.77
Reliant	149,983	80.10	2.19	142,443	76.40	2.92
Gran Fury	13,642	92.90	0.20	14,071	89.40	0.29
Chrysler Total	357,141	95.02	5.21	234,879	96.51	4.83
LeBaron	105,546	94.40	1.54	73,205	92.70	1.50
Laser	59,820	85.80	0.87			
NewYorkerE-Class	103,690	97.60	1.51	78,173	96.62	1.61
Fifth Avenue	88,085	100.99	1.29	83,501	100.00	1.73
Dodge Total	325,729	73.61	4.75	223,860	66.78	4.60
Omni	75,807	53.20	1.11	38,570	37.98	
Aries	119,205	79.10	1.74	99,601	73.00	2.05
Daytona	43,498	81.10	0.63			
Dodge400-600	65,105	90.34	0.95	23,640	83.20	0.49
Dodge 600				34,973	91.80	0.72
Diplomat	22,114	93.60	0.32	21,804	89.20	0.45
FORD MOTOR	1,452,040	80.07	21.17	1,005,773	77.87	20.67
Ford Division	875,848	74.18	12.77	599,694	71.52	12.33
Escort	137,366	41.40	2.00	105,010	42.90	2.16
Fairmont				66,917	88.20	1.37
Mustang	113,467	80.20	1.65	82,650	76.20	1.70
LTD	205,406	96.10	3.00	135,671	93.90	2.79
Thunderbird	165,093	96.80	2.41	109,647	96.50	2.25
Crown Victoria	84,707	98.40	1.23	55,828	98.40	1.15
EXP	7,572	32.90	0.11	937	41.70	0.02
Tempo	162,237	75.80	2.37	43,034	77.80	0.89
L-M Division	576,192	91.05	8.40	406,079	89.63	8.34
Mercury Total	418,758	88.09	6.11	305,011	84.82	6.27
Lynx	29,923	45.30	0.44	36,069	51.90	0.74
Capri	15,172	73.50	0.22	19,616	77.33	0.40
Marquis	106,410	98.70	1.55	65,472	97.20	1.35
Cougar	129,072	98.40	1.88	73,925	97.60	1.51
Grand Marquis	90,160	99.80	1.32	95,431	99.70	1.96
LN7				420	60.30	0.01
Topaz	48,021	80.90	0.70	14,077	80.00	0.29
Lincoln Total	157,434	100.00	2.29	101,068	100.00	2.08
Continental	30,468	100.00	0.44	16,831	100.00	0.35
Lincoln	93,622	100.00	1.36	53,381	100.00	1.10
Mark VII	33,344	100.00	0.49	30,856	100.00	0.63
GENERAL MOTORS	4,263,396	87.62	62.17	3,198,376	90.65	65.72
Buick Total	935,314	94.67	13.64	772,959	95.61	15.88
Skylark	97,791	87.93	1.43	93,450	89.30	1.92
Skyhawk	119,222	82.00	1.74	50,395	79.80	1.04
Century	213,463	97.00	3.11	123,065	96.20	2.53
Regal	220,363	98.00	3.21	222,534	97.50	4.57
LeSabre/Elec.(rwd)	226,612	98.00	3.31	233,281	99.60	4.79
Riviera	57,863	100.00	0.84	50,234	100.00	1.03
Cadillac Total	300,300	100.00	4.38	292,814	100.00	6.02
Cimarron	21,898	100.00	0.32	19,294	100.00	0.40
Seville	39,997	100.00	0.58	30,430	100.00	0.63
Eldorado	77,806	100.00	1.14	67,416	100.00	1.39
Cadillac	160,599	100.00	2.34	175,674	100.00	3.60
Chevrolet Total	1,464,695	79.411	21.36	922,594	77.41	18.96
Chevette	87,318	35.80	1.27	65,451	38.60	1.34
Cavalier	332,155	71.60	4.84	141,426	64.70	2.91
Celebrity	289,494	93.60	4.22	98,614	93.10	2.03
Camaro	227,585	87.00	3.32	128,753	83.40	2.65
Citation	79,822	78.10	1.17	69,803	75.70	1.43
Malibu/ElCamino				99,460	84.70	2.04
Monte Carlo	128,024	93.60	1.87	88,999	92.40	1.83
Chevrolet	268,750	97.20	3.92	213,503	96.70	4.39
Corvette	51,547	100.00	0.75	16,585	100.00	0.34
Oldsmobile Total	1,101,889	96.30	16.07	885,722	96.63	18.20
Omega	42,760	80.70	0.63	46,322	85.90	0.95
Firenza	64,825	78.60	0.95	31,868	78.20	0.65
Cutlass Supreme	305,415	98.80	4.45	267,540	98.40	5.51
Cutlass Ciera	271,571	96.70	3.96	162,694	95.90	3.34
88/98 (rwd)	369,218	99.60	5.38	337,693	99.10	6.94
Toronado	48,100	100.00	0.70	39,605	100.00	0.81
Pontiac Total	461,198	78.31	6.74	324,287	83.76	6.66
2000 Sunbird	121,889	72.00	1.78	51,384	65.60	1.06
1000	18,728	34.00	0.27	12,807	49.30	0.26
Firebird	121,119	94.40	1.77	63,726	85.10	1.31
Phoenix	14,851	65.00	0.22	20,675	75.20	0.42
Grd.Prix/Bon'vle	53,062	99.70	0.78	91,940	97.21	1.89
Parisienne	25,496	99.50	0.37	17,358	99.50	0.36
Fiero	106,053	78.80	1.55			
6000*				66,397	97.00	1.36
HONDA	42,426	36.20	0.62			
VOLKSWAGEN	56,010	53.70	0.82	38,339	52.20	0.79
Total Cars,U.S.	6,857,866	82.77	100.00	4,866,838	80.97	100.00

*119,910 6000s with air built in Canada

Congressman is loyal customer

Rep. Marty Russo, Illinois Democrat, accepts keys to a 1985 Pontiac 6000 STE from Don Bovino, general manager of Community Motors, Oak Forest, Ill. Over the past 17 years, Russo has purchased 23 vehicles from Community Motors. Also pictured is Jon Crandell, Pontiac's Chicago district sales manager.

MCI Digital questions Doyle bond program

Mail firm may sue sales promoter

By John A. Russell
New York Staff Writer

NEW YORK.—MCI Digital Information Services Corp., a major electronic mail company, is contemplating legal action against Automotive Marketing Group, Inc., a dealer sales promotion company in West Bloomfield, Mich.

The promotion company is headed by Dennis A. Doyle, who has been involved in selling promotional programs to auto dealers for several years.

MCI Digital said it was bilked of more than $50,000 in a scheme involving direct mail and Treasury bonds in dealer promotions.

At least one dealer, John Gambino, of Rainbow Ford-Lincoln-Mercury, Niagara Falls, is also planning to file postal complaints against the promotion company.

A source at MCI estimated that at least 50 dealers may have problems with Doyle's company.

Accusations against the promotion company and Doyle center on promotions he offered to dealers in which he allegedly reneged on a key element—providing $1,000 Treasury bonds, paid for by dealers, to be delivered as gifts to new-car buyers at the dealerships.

Doyle did not return telephone calls from Automotive News.

A source at MCI said Doyle told dealers that if they did not sell a certain number of cars, they did not have to pay. The mailing company was unaware of this and was not paid for services rendered amounting to more than $50,000.

MCI has refused to provide further services for Doyle.

The brokerage firm of Merrill Lynch, Pierce, Fenner & Smith is also angry with Doyle.

The Gambino situation was cited as an illustration of Doyle's activities. According to Gambino, Doyle's company was to mail 100 invitations a day for one month to a list of prospective customers.

According to material sent to Gambino, the prospect was invited to come to the dealership within a 10-day period and ask for a particular person. If the prospect bought a car, the material said, he or she would receive a $1,000 Treasury bond.

Gambino paid Doyle for 25 bonds at $100 per bond as well as the $1,995 basic charge for the mailings per dealership. (Gambino has two.)

Doyle did the mailings. But he subsequently wrote to the new-car buyers, claiming that under Michigan law at the time, the Zero Coupon Bonds, known as TIGR bonds, were not permitted to be offered as part of any promotion.

In the letter, Doyle said that he had transferred the account from the Michigan office of Merrill Lynch to an office in New Jersey and that the customers would receive the bonds within 30 days.

The bonds were never delivered.

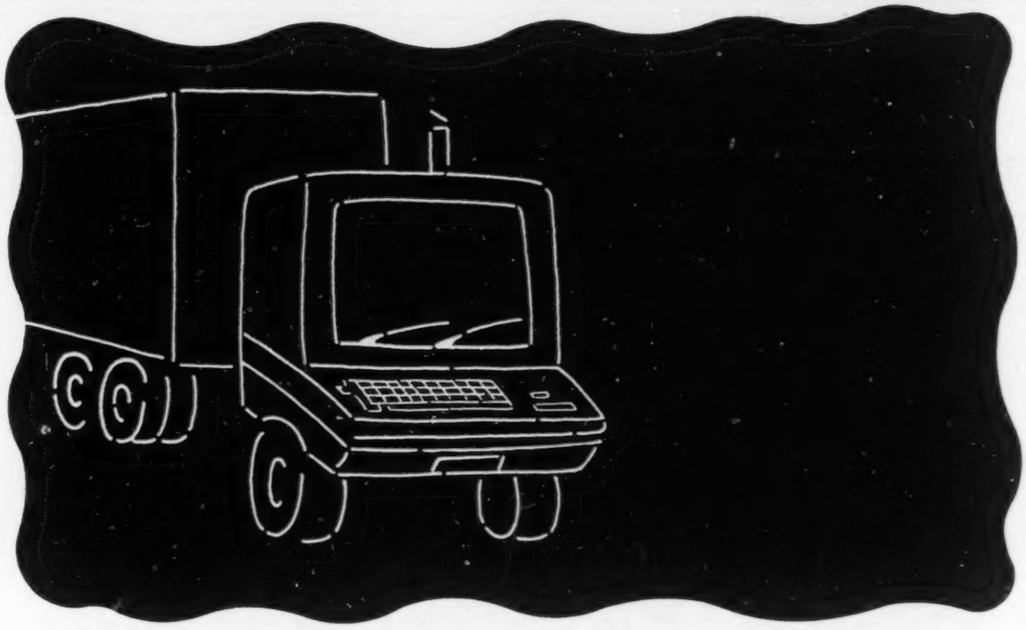
It is not known whether Doyle actually placed his business with one of the 21 Merrill Lynch offices in New Jersey.

According to Thomas Mendham, sales manager of the Merrill Lynch office in Southfield, Mich., Doyle purchased some bonds. But when the problem developed with the State of Michigan, he had all the bonds sold, closed his account, and took the proceeds.

Once contacted by Gambino, Mendham said the brokerage firm attempted to reach Doyle, but he did not return telephone calls nor did he answer a letter from Mendham.

Doyle did not return Gambino's calls either.

According to Automotive News files, Doyle has been conducting promotions in the auto industry since the 1970s and has been investigated by the IRS.



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Automotive
Worldwide Sector

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'84 truck tallies exceed 4 million for the first time

Continued from Page 16

of the 147,013 Group 6 tallies in 1978.

The same conditions that caused Group 2 buyers to seek more economical trucks fueled the flight from medium-duty gasoline engines to the heavier, more fuel-efficient Class 7 mid-range diesel trucks. This trend also is expected to continue in spite of the drop in gasoline prices and the more fuel-efficient engines which have come on stream.

In 1984, there were a record 66,674 Class 7 registrations, an increase of 34.9 percent over the previous year's 49,426. The total also was 71 percent higher than the 38,996 units registered in 1978 and 40.9 percent greater than the 47,315 tallied in 1979.

Group 8 registrations last year totaled 130,142 units, a gain of 62.7 percent over the year-earlier 80,012. The count, however, was 14.9 percent below the 1978 total of 152,841 and 21.5 percent below the 165,859 units registered five years earlier.

Part of $5 million campaign

AMC Buyer's Guide sparks big ad push

By Joseph Bohn
Marketing Editor

American Motors has put together a $5 million TV/print effort that features all its products in a "Buyer's Guide."

The 16-page guide, AMC's largest multipage print unit to date, will appear in four major news weeklies and a fifth national magazine. It's part of a broader mid-winter/spring effort which features other new ads for Renault and Jeep and a first-time run at the college youth market.

AMC officials cited various reasons for the "Buyer's Guide," including a need to create awareness for the full lineup of AMC products to get purchase consideration.

"We know from research that Renault buyers are great shoppers. If we can get them in the door, we have a good chance to sell them," said David Kerr, director of advertising and marketing planning.

He also cited a "marketing need" to tell consumers that AMC is a full-line manufacturer, or "orienting people to what AMC is today with the new products we've had in the last couple of years."

Renault, particularly, still lacks widespread awareness.

"As AMC progresses, and with all the new products we have coming, we'll have an even greater problem convincing people of everything AMC has on the floor," Kerr added.

As part of its Buyer's Guide effort, AMC is highlighting its 1986 Comanche compact pickup in national ads for the first time. Officials also cited the new Alpine rear-engine sports car, due next year, and the mid-size car slated for 1987-model production at Kenosha as examples of future products.

But, more immediately, AMC is challenging consumers to compare.

"A buyer's challenge," says the opening headline of the 16-page ad, "To find the automobile right for you."

In subsequent pages, AMC compares such cars as the Renault Alliance with the Toyota Corolla Deluxe four-door and Plymouth Horizon SE, the Renault Fuego with the Volkswagen Scirroco and the Ford Mustang and the Jeep Cherokee with the Chevrolet S-10 Blazer and Ford Bronco II.

The guide runs in Time, Newsweek, U.S. News and Sports Illustrated, plus Consumers Digest, beginning with Feb. 18 issues of some of the publications.

There are also 40 TV spots on the three major networks which call attention to the print ad and repeat some of the print comparisons.

AMC also received magazine concessions, wherein four of the publications are running announcements of the print effort in Automotive News, and the fifth is running an announcement in its own publication.

Additionally, magazines are placing posters at airport terminals, commuter stations and the like to herald the ads, and each of the five is sending the ad issue to all AMC dealers.

Kerr called the effort, which he valued at $5 million, "just a new way to spend our money."

AMC dealer associations, if they pick up the factory ads or ones specially prepared for them, will get 50 percent of the costs on co-op as well. That could lend an additional $1 million in support to the effort, Kerr added.

AMC still has its 8.5 percent finance offer running through Feb. 28, and it is adding a special page in newsweeklies to highlight it. Officials haven't decided to extend it, but are likely to in view of competitive developments last week.

Meanwhile, Renault is using "little things" like childproof locks, rear-seat heating and sentry systems to "expand buyer consideration" and help sell its upgraded models, said Marvin Klein, Renault ad manager.

It has a new series of "symphony" commercials in which a pair of robotic conductor arms point out and leads the orchestration of the "symphony of features" to a concluding clap of six sets of robot hands.

The 30-second version runs on network, and a 60-second spot runs on cable.

AMC is making its first run at college campuses, with an ad program that initially runs in two publications, Ampersand and the college Directory of Classes. During the year, eight million students will be reached, Klein said.

It is also producing a vacation guide for students which will be distributed in 25 college newspapers. On some campuses, AMC is also sponsoring free "one to watch" old movies for students. It is working with Alan Weston, a California-based college marketing company, on the project.

Meanwhile, there are new Jeep Cherokee commercials, designed to highlight its superiority over competitors like S-10 Blazer.

The spots talk about such things as Cherokee winning all three offroad magazine 4WD awards last year and a free sunroof for buyers of the 2.5-liter 4-cylinder Cherokees, plus traditional things like roominess and cargo space.

AMC erected a giant TV screen in the desert, which the Cherokee crashes through for dramatic visual effect.

It also plans an eight-page Jeep spread for April issues of enthusiast publications which presents the full array of Jeep products. "There's a feeling you can get. Only in a Jeep" is the headline.

Comparative specificiations, which Kerr called "more meaningful to enthusiast buyers," are part of the pitch for Cherokee, the J-20 pickup and the Jeep Wagoneer Limited four-door. Comanche is featured on the back page. CJ and Eagle are included in the multi-page ad. Performance and technology are a strong part of the overall message.

There is a new Wagoneer ad which says "Our competition leaves you but one choice—Jeep Wagoneer" which positions it in an upscale setting.

A new testimonial ad for Grand Wagoneer by Bruce Nelsen, a boat designer, says, "Jeep designed the Grand Wagoneer like I designed every ocean racer that comes off my drawing board—to be a winner."

CJ continues its emotional "Only a Jeep" pitch, with outdoor art and no copy.

Eagle targets women, particularly with "When nature makes it snow or rain, fight back. Make it Eagle."

Compton Advertising handled the print on the Buyer's Guide, and Grey Advertising the TV. Grey does all AMC's dealer association ads. Compton handled all the Jeep ads.

Volvo profits double for 1984, but sales decline

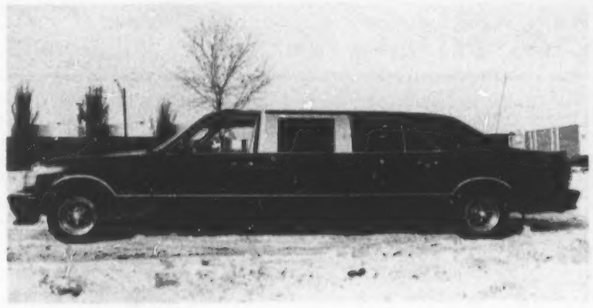
GOTHENBURG, Sweden.—Volvo reported it doubled its income in 1984, though sales were lower than those in the previous year.

Unaudited figures show Volvo, an automotive and energy company, earned $849 million based on the exchange rate at year-end, on sales of $9.708 billion, compared with $421 million on sales of $11.073 billion last year.

Volvo said its board of directors intended to propose a dividend increase at the annual meeting. Under a new law temporarily prohibiting Swedish companies from raising dividends, the highest permissible amount that Volvo can pay is the equivalent of 59 cents per share.

The company, however, said that its financial position and earnings warrant a dividend considerably higher than what is legally permitted.

Volvo said the improvement in income reflected improved earnings in the car and truck sectors as well as a substanially lower loss in its energy sector. The company attributed the decrease in total sales, in part, to cutbacks in oil trading.



Rolling love seat

This Mercedes-Benz 300-SD limo by Tony's Limousine, Inc., Warren, Mich., features a love seat which folds into a bed, two sunroofs, a 12-inch remote control TV with VCR, cassette stereo, indirect lighting, double divider window, intercom, CB, telephone, AMG spoilers and skirts, wire wheels and tinted glass. Retail price: $80,000.

SAE meeting provides industry/government forum

WARRENDALE, Pa.—Fostering joint consideration of technical problems and issues between governments and industry is the goal of the Second SAE Government/Industry Meeting and Exposition, slated for May 20-23 in Arlington, Va.

The meeting will feature as many as 60 technical sessions on topics ranging from acid rain's relationship to mobile source emissions to military vehicle warranty guidance, according to SAE.

Generally, sessions will fall under five major topic areas: Highway vehicles, military vehicles, marine technology with an emphasis on marine power plants, railroad technology and multimodal transportation issues.

As a bonus, a separate conference on Aerospace Requirements will be held in conjunction with the meeting.

"We were delighted with the response to last year's first Government/Industry Meeting," said General Chairman Howard Dugoff, science and technology advisor to the U.S. secretary of transportation.

"There were standing-room-only crowds at many sessions. That showed us that there is a strong need for a forum like this where industry and government can deal with technical issues in a non-adversarial climate," he said.

A partial list of this year's sessions includes: In-Use Emissions and How Best to Control Them; EPA Inspection/Maintenance Status; CAFE Standards—Are They Needed?; Programs to Increase Safety-Belt Use, and Heavy Truck Safety Considerations.

More are: Crashworthiness—Have We Reached the Limit?; Adaptive Equipment for Handicapped People; The Gray Market; Tank Systems Update; The Bradley Fighting Vehicle; Marine Fuels and Lubricants, and the National Transportation Safety Board—Its Effectiveness.

Leaders of the Japanese and European governments are expected to participate.

Planned with this event is an engineering exposition of new developments related to the technical sessions.

factories list auction dates

American Motors

Feb. 26—Aptco Auto Auction, Taylor, Mich.

Feb. 27—Southern Auto Auction, Warehouse Point, Conn., and Kansas City Auto Auction, Kansas City.

Feb. 28—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Feb. 26—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield Pa.; Metro Auto Auction of Kanas City, Lee's Summit, Mo., and NuCarPrep System, Santa Fe Springs, Calif.

Feb. 27—South Seattle Auto Auction, Kent, Wash.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

Feb. 28—Atlanta Auto Auction, Red Oak, Ga.; Arena Aucto Auction, Chicago, and 166 Auto Auction, Springfield, Mo.

Ford Motor Co.

Feb. 26—Big H Auto Auction, Houston.

Feb. 27—Northway Exchange, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and South Seattle Auto Auction, Kent, Wash.

General Motors

Feb. 27—Brasher's Salt Lake Auto Auction, Salt Lake City.

Feb. 28—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Model Breakdown
Auction Averages

	FEB. 1985	JAN. 1985	DEC. 1984
1985	$14,487	$11,375	
1984	$8,840	$8,726	$9,531
1983	$6,367	$6,978	$6,766
1982	$5,364	$5,343	$5,112
1981	$4,119	$4,350	$4,454
1980	$3,435	$3,600	$3,528
1979	$2,763	$2,771	$3,932
1978	$1,868	$2,117	$2,047
Overall Average	$4,794	$4,992	$4,863

Used Car Sales
Auction Averages

February to date	$4,794
Month ago	$4,789
Year ago	$5,340

Used-car auction directory

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

OHIO

Ohio Auto Auction. The Tuesday Sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pennsylvania. 215-822-1935. Every Tuesday—11 A.M. Pickup service.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

TEXAS

Fort Werth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sell every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

South Seattle Auto Auction. The Lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P. O. Box 5189, Kent, Washington 98064.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 11 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

73 percent in survey drive domestic autos

Small-firm execs pick U.S. cars

NEW YORK.—When the nation's small-business executives go shopping for new cars, the "buy American" credo figures strongly in their purchasing decisions, according to a survey by D & B Reports magazine.

The survey results showed a strong preference for the domestic labels: 73 percent of the respondents said they drive an American-made car for business, while 27 percent of those surveyed reported a preference for foreign-made automobiles.

D & B Reports, Dun & Bradstreet's magazine for small-business management, received 1,752 responses to its survey out of 8,409 questionnaires mailed to its subscribers who are small-business presidents and other top executives.

While foreign cars remain a strong force in some affluent areas of the U.S., such as Westchester County, N.Y., where imports accounted for 35.5 percent of new registrations in the first nine months of 1984, the national rate for foreign-car registrations is about 25 percent.

Those surveyed by D & B Reports in service-sector businesses showed more of a preference for foreign cars than those in manufacturing, wholesaling and retailing. About 31 percent of those in services said they owned or leased foreign automobiles for business use.

The D & B Reports survey showed that General Motors won by a landslide. Among the cars most preferred by small-business executives, GM-built autos placed first, second, third, fifth and sixth. Ford placed fourth.

Oldsmobile was the No. 1 make among the small-business owners, followed by Chevrolet, Buick, Ford, Cadillac and Pontiac.

Mercedes-Benz, which small-business owners said they purchased for prestige, quality, service and resale value, came in seventh. Toyota and Nissan tied for eighth, Lincoln came in ninth; Honda was 10th.

The majority of the respondents, or 927 people, said they owned their business cars, while company-owned cars placed second (510 respondents). Only 12 percent, or 216 people, said they leased their company cars.

Trade groups to help firms exhibit at overseas shows

MUNCIE, Ind.— The Motor and Equipment Manufacturers Assn., the Automotive Service Industry Assn. and the Overseas Automotive Club have formed a working relationship to represent and serve U.S. manufacturer suppliers at overseas trade shows and related events.

The first activity this year will be Autovac in Amsterdam, March 25-29. The associations will arrange and sponsor a U.S. pavilion for manufacturers who wish to exhibit at the show.

In September, 1985, a caravan will be available for manufacturers who wish to participate in three consecutive events: The Frankfurt Automobile Show (Sept. 12-22); Autoquip/Garagequip in London (Sept. 22-27), and Equip Auto in Paris (Sept. 27-Oct. 4).

Representation will be provided for participating firms during the days when the shows overlap.

Manufacturers who wish to exhibit in only one or two of the three shows can do so without penalty.

A U.S. pavilion will be available at the Automechanika exposition in 1986. It will be held Sept. 9-14 in Frankfurt.

The three associations formed an international committee composed of industry leaders with extensive experience in international marketing. The committee said it will sponsor joint U.S. pavilions at events that will most benefit U.S. manufacturers, with the goal of increasing industry exports.

The associations also announced that Hall-Erickson, Inc., managing director of The Big I Show held in the U.S. and producer of the U.S. pavilion at Automechanika '84, will serve as pavilion manager and coordinator of future events.

Hall-Erickson will make all necessary arrangements for manufacturers exibiting at a show, providing options such as booth rentals, translators, customs and shipping arrangements and buyer contact materials.

Midland-Ross plans to sell two divisions

CLEVELAND.—Midland-Ross Corp. plans to sells its National Castings and Bay City Foundry divisions as part of its strategy to concentrate on markets offering greater, more consistent growth.

The result will be an after-tax provision of about $51 million, or $4 share, against 1984 earnings, the company said, but the impact on cash flow in the near-term is expected to be favorable because of the sales proceeds and tax benefits gained.

Combined sales for the two divisions amounted to about $80 million in 1984.

Chairman Harry J. Bolwell said the divisions will be operated until they are sold, though they will be listed as discontinued operations for financial reporting purposes.

Bolwell said the corporate strategy will continue to be to expand and develop the aerospace, electronics, electrical and thermal systems businesses. He projected annual growth in the electronics and aerospace sectors to be 16 and 13 percent, respectively, over the next five years.

Exclusive Subaru deal opens in Roanoke

Attending the ribbon-cutting for Valley Motorsport, Inc., Roanoke, Va., are, from left: Subaru Atlantic, Inc.'s Paul Hudson,service manager; Jim Miller, sales manager; John Coyle, vice president and general manager; Valley Motorsport's Mark Hancock, president; James Douthat, partner and secretary, and Subaru's Robert Brodeur, parts manager.

Subaru exclusive opens, another grows in Roanoke

ROANOKE, Va.—Subaru Atlantic, Inc., celebrated a double grand opening here.

Mark Hancock, president of Valley Motorsport, Inc., announced the opening of a 12,000-square-foot exclusive Subaru facility with a 4,000-square-foot showroom.

The new dealership is situated on 3½ acres of land.

Barney Rosalia, president of Rose Motors, Ltd., announced a 2,350-square-foot dealership expansion which includes a 1,300-square-foot exclusive Subaru showroom.

Subaru Atlantic management participating in both ribbon-cutting ceremonies were: John J. Coyle, vice president and general manager; Jim Miller, sales manager; Paul Hudson, service manager; Robert Brodeur, parts manager, and Harold Gill, market development manager.

James F. Douthat, partner and secretary of Valley Motorsport, and Jack Hobbs, general sales manager of Rose Motors, also attended the ceremonies.

Rose Motors expands in Roanoke

Celebrating the grand opening of Rose Motors, Ltd.'s dealership expansion in Roanoke, Va., are, from left: Paul Hudson, Subaru Atlantic, Inc., service manager; Rose Motors General Sales Manager Jack Hobbs and President Barney Rosalia; and Subaru's John Coyle, vice president and general manager; Jim Miller, sales manager, and Robert Brodeur, parts manager.

Auto salesman understands his deaf-mute customers

By Sanford Markey
Staff Correspondent

MENTOR, O.—Kenneth Opatrny is a car salesman who uses sign language to communicate with deaf customers and make their automotive shopping more comfortable.

Opatrny, 24, has been with Classic Chevrolet for four years. His parents are deaf-mutes. He encountered a deaf-mute having problems trying to communicate during a sales presentation and, with his help, the sale was made.

Having learned sign language in dealing with his parents, Opatrny understands "the humiliation these people undergo trying to communicate with those who do not know the sign language. I saw this when my father, for example, took me to school and had to communicate with the teacher. I've seen it happen when they must write everything when they have to make a purchase."

He mentioned other examples: "Try to explain to a service manager what's wrong with your car when you have to write it all out. Try to ask questions about a warranty when buying a new car, or ask about extras. Deaf-mutes are on the defensive in these cases.

"I like selling cars," he said, "but it is so much more meaningful when what you do helps people. It is so much more rewarding."

To help deal with deaf-mutes, the dealership has installed a special TTY, a small electronic telephone attachment that receives and transmits messages to potential customers. Contacts and appointments can be made both for new-car sales and service.

Sending a message

Salesman Ken Opatrny, Classic Chevrolet, Mentor, O., prepares to send a message to a deaf-mute customer on the dealership's TTY phone.

SALES OF DIESEL-POWERED NEW CARS IN THE U.S.

	1984 Sales	Percent Share of Market	1983 Sales	Percent Share of Market	1982 Sales	Percent Share of Market	1981 Sales	Percent Share of Market	1980 Sales	Percent Share of Market
Buick	3,379	2.17	11,121	6.32	30,417	9.71	48,627	9.52	19,790	5.04
Cadillac	1,560	1.00	3,984	2.27	16,939	5.40	40,241	7.88	41,860	10.67
Chevrolet	11,452*	7.36	4,877	2.77	27,549	8.79	27,600	5.40	12,450	3.17
Oldsmobile	15,106	9.71	33,174	18.86	75,482	24.08	155,859	30.52	126,853	32.32
Pontiac	874	0.56	2,288	1.30	6,312	2.01	32,633	6.39	13,475	3.43
GM	32,371	20.80	55,444	31.52	156,699	49.99	304,960	59.71	214,428	54.63
Ford Motor Co.	35,352*	22.72	3,100	1.76	----	----	----	----	----	----
VW	22,468	14.44	29,844	16.97	59,887	19.11	118,585	23.22	116,300	29.63
Audi	13	0.01	6,144	3.49	7,415	2.37	6,434	1.26	8,035	2.05
VWoA	22,481	14.45	35,988	20.46	67,302	21.48	125,019	24.48	124,335	31.68
Mercedes-Benz	38,887	24.99	54,044	30.73	52,051	16.61	49,354	9.67	39,262	10.00
Peugeot	4,104	2.64	5,454	3.10	9,637	3.07	14,341	2.81	10,337	2.63
Volvo	9,074	5.83	7,436	4.23	7,405	2.37	1,954	0.38	4,158	1.06
Nissan	4,063	2.61	5,894	3.35	8,836	2.82	4,683	0.92	----	----
Toyota	8,348	5.37	2,220	1.26	----	----	----	----	----	----
Isuzu	915	0.59	6,317	3.59	11,477	3.66	10,368	2.03	----	----
Diesel Total	155,595	100.00	175,897	100.00	313,407	100.00	510,679	100.00	392,520	100.00
Total U.S. new-car sales	10,391,775	1.50	9,178,101	1.92	7,977,570	3.93	5.99	8,531,514	8,973,345	4.37

*Production 1984 Model Year.

Makers build 169,851 for week

Better weather hikes car output

By Louise Kertesz
Detroit Reporter

Last week's scheduled domestic output of 169,851 cars was 15.63 percent more than the 146,886 built the previous week, when bad weather caused actual production to fall some 27,000 units short of makers' targets.

Last week's output was about even (up 0.74 percent) with the year-ago week's 168,610.

The previous week's production was the lowest for a regular work week since the 144,506 units built during the week ended Oct. 27.

Somewhat lower schedules last week, along with the prior week's shortfall (compared with a healthy output of 178,218 units for the corresponding week a year ago), have eroded this year's early production lead over 1984.

This year's pace—1,297,682 cars completed so far—is now just about even with the 1,297,575 assembled last year at this point.

Companies shared last week's scheduled production as follows: GM, 61.07 percent; Ford, 20.94 percent; Chrysler Corp., 14.66 percent; American Honda, 2.13 percent; Volkswagen of America, 1.18 percent, and New United Motor Mfg., Inc., 0.02 percent.

Chrysler's Sterling Heights (Mich.) plant, which produces the Dodge Lancer and Chrysler LeBaron GTS, is starting its second shift this week (Feb. 25). Some 1,900 hourly workers will be added to the payroll.

GM scheduled two overtime shifts Saturday (Feb. 23) at the following plants: Pontiac G-line, Lansing (Oldsmobile No. 1), Fairfax (Kans.), Lakewood (Ga.), Linden (N.J.), Norwood (O.), Oklahoma City and Wilmington (Del.).

One overtime shift was scheduled Saturday at GM plants in Arlington, Tex., and Wentzville, Mo.

Honda scheduled Saturday overtime at its plant in Marysville, O., and the plant worked two overtime hours once last week.

Ford has scheduled overtime at all its car plants this week.

Chrysler's Jefferson (Detroit) plant is also scheduled to operate two 8½-hour daily shifts this week.

Chrysler's Newark (Del.) and St. Louis (No. 2) plants are each slated to operate two nine-hour daily shifts this week.

DiMora planning to add lower-priced Clenet model

By Matt DeLorenzo
Los Angeles Reporter

CARPINTERIA, Calif.—Clenet Coachworks, which has resumed production under new ownership, is planning to add a third model to its line this summer, according to Al DiMora, president of the firm.

After nine months of operation, the revitalized company is building six to eight cars a month with 55 employes. It has about 24 cars in various stages of production at the 40,000-square-foot facility here.

The new model, which DiMora tentatively calls Series IV, will be slightly shorter than the current Series III and will more closely resemble the Series I car that launched Alain Clenet's car company.

The new car will also be the least expensive model in the new company's line, starting at about $65,000. DiMora said he wants to have models in the $60,000, $80,000 and $100,000 price ranges.

Currently, DiMora is offering the Series II model at $98,000 and the Series III at prices ranging from $78,500 to $82,500. He added that he intends to complete the original production run goal of 500 each in Series II and Series III before retiring the designs.

DiMora also announced a new management team: Kirk Aylesworth, director of materials; Cal Don Caylor, director of finance; John DiMora, director of sales; Jay Kuehnle, director of manufacturing; Louise Ann Noeth, director of public relations, and Paula Stetler, director of marketing.

Dina producing Cummins diesel for trucks, buses

MEXICO CITY.—Diesel Nacional (Dina) has begun production of Cummins V-8 Big Cam diesel engines of 210 HP. The engines use diesel fuel with a low sulphur content.

Initially, the engines will be used in buses but will be installed later in cargo transport units.

According to Dina, the Big Cam is 24 percent more powerful than older engines of similar horsepower. Fuel economy is 19 percent better and noise has been reduced 7 percent, Dina said. With better use of fuel, the emissions level also is lower, the company said.

Dina reported that production of the new engine in 1984 was slightly less than 1,000 units, but this is to be expanded this year.

Truck production rises for week; 67,355 scheduled

U.S. makers expected to build 67,355 trucks last week, a bit more (1.79 percent) than the 66,172 completed the previous week, and 8.76 percent more than the 61,928 assembled during the year-ago week.

Actual production for the previous week fell some 4,000 units short of makers' estimates, and the weekly production record for the year was not reached as targeted.

Year-to-date, 499,121 trucks have been completed, an increase of 4.49 percent over the 477,643 built a year ago at this time.

General Motors scheduled two overtime shifts Saturday (Feb. 23) at its plants in Pontiac (No. 5) and Shreveport, La.

Saturday overtime was also scheduled at Ford Motor Co.'s Kansas City plant.

Ford has scheduled daily overtime at all its plants this week.

Week's output of cars slips in Canadian plants

With 19,087 units scheduled for completion, last week's Canadian car production was the second lowest for a full work week this year.

American Motors' closing of its Brampton (Ont.) plant for a week for inventory adjustment and lower production targets across the board resulted in the slowdown.

Last week's output was down a bit (1.77 percent) from the previous week's 19,431 and was 18.41 percent lower than the year-ago week's 23,317.

So far this year, 150,418 cars have been assembled, 10.12 percent less than the 167,352 completed last year at this point.

Makers targeted assembly of 18,704 trucks last week, 25.71 percent more than the 14,879 completed the previous week, when Chrysler Corp.'s Windsor (Ont.) plant lost production of some 3,300 units because of bad weather.

Last week's output was up 3.36 percent from the year-ago week's 18,096.

So far this year, 136,095 trucks have been built, 6.10 percent more than the 128,274 completed last year at this point.

At Chrysler's Windsor facility, 2,604 Plymouth Voyagers, 2,718 Dodge Caravans and 594 Mini Ram Vans were assembled, bringing the T-115 total for the year to 42,940.

U. S. CAR PRODUCTION

	Week Ended Feb. 23, 1985	Week Ended Feb. 25, 1984	Week Ended Feb. 16, 1985	Feb. to Date	Jan.1 to Feb. 25, 1984	Jan. 1 to Feb. 23, 1985
AMERICAN MOTORS	.....	4,877	.....	3,726	31,692	11,494
Renault Total	.....	4,877	.....	3,726	31,692	11,494
Alliance	.....	2,446	.....	2,341	15,916	7,273
Encore	.....	2,431	.....	1,385	15,776	4,221
CHRYSLER CORP.	24,900	28,915	17,552	72,631	199,896	183,164
Plymouth Total	7,500	8,415	5,044	21,430	59,723	53,348
Horizon	2,800	3,471	1,735	7,519	23,634	18,496
Reliant	3,400	4,481	2,222	9,382	32,522	23,405
Caravelle	1,100	233	875	3,474	1,135	8,909
Gran Fury	400	230	212	1,055	2,432	2,538
Chrysler Total	8,000	9,551	5,723	23,626	64,158	62,819
LeBaron	2,300	3,010	1,768	6,921	19,829	17,474
LeBaron GTS	1,400	.....	1,008	3,886	.....	9,861
Laser	900	1,734	530	2,442	12,342	7,660
New Yorker E-Class	1,400	1,889	1,051	4,218	16,074	10,360
Fifth Avenue	2,100	2,918	1,366	6,159	15,913	17,464
Dodge Total	9,400	10,940	6,785	27,575	76,015	66,997
Omni	2,700	3,460	1,766	7,824	22,235	19,700
Aries	2,600	3,378	2,040	7,635	25,806	17,978
Daytona	1,000	1,417	710	2,991	10,737	7,021
Dodge 600	1,500	1,701	1,106	4,600	13,204	11,119
Lancer	1,000	.....	751	2,847	.....	7,263
Diplomat	600	983	412	1,678	4,033	3,916
FORD MOTOR	35,563	31,476	34,639	113,639	256,753	283,669
Ford Division	24,019	21,852	22,477	74,731	170,163	185,617
Escort	5,731	6,332	7,064	21,005	52,686	51,390
Mustang	3,167	2,390	3,129	10,343	19,109	25,603
LTD	5,064	4,262	4,162	14,517	38,075	36,946
Thunderbird	5,842	2,635	3,996	15,556	27,291	32,324
Crown Victoria	.....	1,388	.....	.....	12,455	7,122
EXP	264	436	356	1,487	5,491	3,845
Tempo	3,931	4,407	3,570	11,823	15,056	28,387
L-M Division	11,544	9,624	12,162	38,908	86,590	98,052
Mercury Total	7,940	6,528	8,691	27,534	61,910	70,976
Lynx	1,418	1,180	1,530	5,141	11,222	12,639
Capri	522	296	676	2,146	2,750	3,834
Marquis	1,818	1,658	2,219	6,678	15,061	16,765
Cougar	2,767	1,517	2,405	9,066	12,324	23,011
Grand Marquis	.....	1,153	.....	.....	15,688	4,733
Topaz	1,115	724	1,561	4,503	4,865	9,994
Lincoln Total	3,604	3,096	3,471	11,374	24,680	27,076
Continental	642	557	834	2,060	4,550	4,908
Lincoln	2,553	1,935	2,459	8,056	12,263	19,178
Mark VI/VII	409	604	378	1,258	7,867	2,990
GENERAL MOTORS	103,728	98,675	90,645	321,581	773,136	780,485
Buick Total	19,402	18,273	16,571	59,925	166,839	150,750
Skylark	2,376	.....	2,344	7,774	15,237	18,863
Skyhawk	2,515	3,073	2,260	7,509	25,524	16,262
Somerset Regal	3,385	.....	2,193	8,705	.....	18,861
Century	4,815	4,907	4,346	14,257	35,353	34,436
Regal	1,805	4,069	1,182	5,118	36,200	17,369
LeSabre/Electra	1,248	5,133	1,068	5,719	43,362	23,860
Riviera	1,503	1,090	1,236	4,398	9,671	9,930
Electra (fwd)	1,975	1	1,942	6,445	1,492	11,169
Cadillac Total	8,512	7,197	7,364	25,476	53,783	60,923
Cimarron	603	509	531	1,930	3,666	4,137
Seville	985	909	815	2,932	6,205	6,765
Eldorado	1,744	1,561	1,439	5,204	11,552	12,379
Cadillac (rwd)	1,175	4,218	970	3,630	31,076	9,193
DeVille (fwd)	4,005	.....	3,609	11,780	1,284	28,449
Chevrolet Total	37,128	36,377	32,490	114,926	266,927	278,415
Chevette	3,594	5,780	3,048	10,471	32,726	25,360
Cavalier	9,341	8,951	8,894	31,010	66,438	74,464
Celebrity	6,082	6,828	5,257	18,278	47,719	44,249
Camaro	5,521	5,207	3,991	15,175	42,451	36,137
Citation	1,624	2,150	1,636	5,087	14,990	12,513
Malibu/El Camino	.....	683	.....	.....	4,860	.....
Monte Carlo	3,330	3,700	3,242	10,568	32,586	22,581
Chevrolet	6,636	2,538	5,608	21,148	19,262	57,220
Corvette	1,000	560	1,014	3,189	5,889	5,891
Oldsmobile Total	24,531	24,692	22,992	79,942	198,778	193,726
Omega	.....	.....	.....	.....	7,419	.....
Firenza	890	1,323	1,009	4,064	11,264	11,054
Cutlass Supreme	3,995	7,989	3,182	11,123	59,470	29,453
Cutlass Ciera	6,979	4,609	7,444	24,897	39,234	59,798
88/98 (rwd)	4,762	9,907	4,449	15,842	73,081	41,275
Olds 98 (fwd)	2,795	.....	2,984	9,525	1,336	21,219
Calais	4,255	.....	3,053	11,337	.....	23,500
Toronado	1,055	864	971	3,154	6,974	7,429
Pontiac Total	14,055	12,136	11,228	41,312	86,809	96,669
Acadian**	.....	456	231	488	2,511	1,644
2000 Sunbird	2,785	3,548	2,572	9,057	23,225	21,990
1000	724	921	923	2,076	6,275	5,144
Firebird	2,971	2,205	2,133	8,138	17,916	19,435
Phoenix	.....	293	.....	.....	2,551	.....
Grd. Prix/Bonneville	.....	1,420	.....	.....	11,317	.....
6000	570	.....	558	1,791	.....	3,336
Parisienne	1,720	522	1,460	4,990	3,765	11,879
Fiero	2,400	2,771	2,058	7,280	19,249	16,400
Grand Am	2,885	.....	1,580	7,492	.....	16,841
HONDA	3,529	2,277	2,079	9,900	17,602	23,852
NUMMI (Nova)	40*	.....	20*	81*	.....	105*
VOLKSWAGEN	2,000	2,390	1,951	6,453	18,496	14,913
Total Cars, U.S.	169,851	168,610	146,886	528,011	1,297,575	1,297,682
Total Cars, Canada	19,087	23,317	19,431	62,153	167,352	150,418
N. American Cars	188,938	191,927	166,317	590,164	1,464,927	1,448,100
N. American Trucks	86,059	80,024	81,051	273,457	605,917	635,216
North American Cars and Trucks	274,997	271,951	247,368	863,621	2,070,844	2,083,316

*Revised estimate.
**— All Acadians are built for sale in Canada.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 23, 1985	Week Ended Feb. 25, 1984	Week Ended Feb. 16, 1985	Feb. to Date	Jan.1 to Feb. 25, 1984	Jan. 1 to Feb. 23, 1985
AMERICAN MOTORS	.....	609	570	570	4,742	1,534
FORD MOTOR	10,425	9,318	9,771	33,260	56,639	82,916
GENERAL MOTORS	8,481	13,165	8,865	17,648	104,325	64,303
VOLVO	180	225	225	675	1,646	1,665
Total Cars, Canada	19,087	23,317	19,431	62,153	167,352	150,418

TRUCK PRODUCTION IN U.S.☆

	Week Ended Feb. 23, 1985	Week Ended Feb. 25, 1984	Week Ended Feb. 16, 1985	Feb. to Date	Jan.1 to Feb. 25, 1984	Jan. 1 to Feb. 23, 1985
CHEVROLET	22,006	21,970	22,313	72,804	154,328	170,781
DODGE	4,100	4,280	2,849	11,880	32,492	29,397
FORD	24,052	21,711	23,505	76,449	180,643	172,191
GMC	6,609	5,968	7,692	22,965	148,882	50,546
INTERNATIONAL	1,533	1,425	1,141	4,999	10,812	11,080
JEEP	4,300	3,640	3,535	13,075	27,375	30,225
NISSAN	2,505	1,883	2,987	8,488	14,921	18,560
AM GENERAL	50*	50*	50*	150	390*	380*
MISCELLANEOUS	2,100*	1,000*	2,100*	6,720*	7,800*	15,960*
Total Trucks, U.S.	67,355	61,928	66,172	217,240	477,643	499,121

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 23, 1985	Week Ended Feb. 25, 1984	Week Ended Feb. 16, 1985	Feb. to Date	Jan.1 to Feb. 25, 1984	Jan. 1 to Feb. 23, 1985
CHRYSLER CORP.	8,568	8,191	5,340	24,399	51,562	62,534
FORD MOTOR	3,648	3,464	3,041	11,038	26,351	26,489
GENERAL MOTORS	6,248	6,293	6,250	20,000	49,284	45,387
INTERNATIONAL	240	148	238	780	1,097	1,685
Total Trucks, Canada	18,704	18,096	14,879	56,217	128,274	136,095
N. American Trucks	86,059	80,024	81,051	273,457	605,917	635,216

☆ — Now includes window van production. *— Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.